

**COUNTY OF SAN DIEGO, CALIFORNIA**  
**BOARD OF SUPERVISORS POLICY**

**Subject**

Underwriting Costs of County Publications and Activities

**Policy  
Number**

B-55

**Page**

1 of 2

**Purpose**

To provide general guidelines regarding the solicitation of sponsorship for financial subsidization (cost offset) of County personal property and activities.

**Background**

County sponsored Senate Bill 1885, introduced by Senator Jim Ellis and enacted in 1982 added Section 26109 to Chapter 803 of the Government Code which authorizes a county board of supervisors, by ordinance, to provide for and regulate the sale of advertising on county real and personal property for the purpose of raising revenue and/or offsetting costs.

County ordinance number 6631 (NS), Section 81.5 of the County Administrative Code, was adopted by the San Diego County Board of Supervisors on August 2, 1983, to implement this new law locally.

There was previously no law which expressly authorized counties to sell advertising space on county real or personal property or solicit donations to offset costs.

**Policy**

It is the policy of the Board of Supervisors that:

1. County departments and offices shall seek to underwrite costs of County personal property and activities whenever and wherever feasible including but not limited to: publications, open houses, volunteer and employee relations activities, special events, groundbreaking, dedications, etc.
2. County departments or offices shall have the authority to solicit individuals or organizations for purposes of seeking sponsors to underwrite costs of County personal property and activities (e.g., publications, open house, volunteer luncheons, etc.)
3. The opportunity to provide a service shall be offered without favor or discrimination to all willing or capable individuals or groups.

A public solicitation process shall be undertaken. The determination as to the most effective method of implementing this process shall be determined by the department or office director.

**COUNTY OF SAN DIEGO, CALIFORNIA**  
**BOARD OF SUPERVISORS POLICY**

**Subject**

Underwriting Costs of County Publications and Activities

**Policy  
Number**

B-55

**Page**

2 of 2

4. Selection shall be based on:

- a. Highest net return to County; or
- b. If all proposals are equal, the first proposal submitted.

5. Departments will insure that (a) no conflict of interest exists; (b) Federal and State laws or regulations are not breached, e.g., equal opportunity; (c) existing County policies and guidelines are not violated; (d) no political or religious advertising is accepted; (e) common sense and good taste are respected.

6. Sponsors shall be acknowledged with the following elements:

- a. log and/or legal name; and
- b. short statement relating to nature of company or business.

7. County Chief Administrative Officer or a delegate will render final approval of proposed projects, project sponsors and sponsor acknowledgment.

Sunset Date

This policy will be reviewed for continuance by 12-31-08.

Previous Board Action

7-19-83 (15), effective 9-1-83

4-4-89 (51)

11-29-94 (40)

6-15-04 (25)

CAO Reference

1. Chief Administrative Office - Public Affairs